

COMMUNITY SPOTLIGHT: JACKANORY

JULY 2025

ISSUE #1

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THE COLOUR OF SUMMER 2025

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THE SUMMER SCHEDULE

INTRODUCING CIRCULAR SOCIAL:
WHY COLLABORATION IS KEY



Circular Social

Community Magazine



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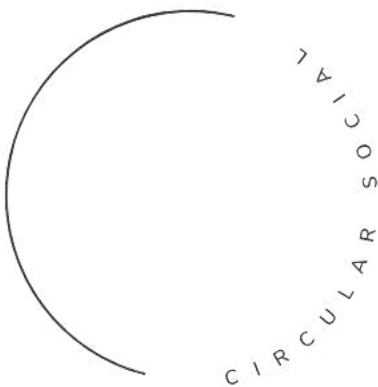
CIRCULAR SOCIAL MAGAZINE

PB&J PRELOVED OWNER

REBECCA WINTHER

HEAD OF DIGITAL

LANIE BAYLISS



COVER PHOTO BY RAOUL CROES

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JOSIE - JACKANORY

www.jackanory.org.uk

FROM THE EDITOR

Dear Readers,

Welcome to the very first issue of The Circular Social – a magazine born from a love of stories stitched into secondhand seams, of forgotten treasures rediscovered, and of fashion that treads more lightly on the planet.

Circular Social is more than a magazine. It's a movement. It's a celebration of clothes that have lived before and have so much more to give. It's about style that doesn't follow the fast lane, but pauses, reflects, and reimagines.

At the heart of The Circular Social is a deep belief in community. This publication was created to spotlight the incredible people behind the rails – the vintage curators, the thrift shop owners, the upcyclers, and the local boutiques keeping conscious fashion alive. We are proud to collaborate with local businesses in every issue, shining a light on the places and people who make sustainable style accessible and inspiring.

We believe that shopping locally and choosing preloved is one of the most impactful things we can do – for the environment, for small businesses, and for the richness of our wardrobes. Every vintage find is a vote against waste. Every item saved from landfill is a reminder that fashion can be circular and deeply personal.

In this debut issue, you'll find curated style features, interviews with passionate shop owners, tips on how to revive and restyle old pieces, and plenty of inspiration to guide you on your preloved journey.

Thank you for joining us on this adventure. Whether you're a seasoned vintage hunter or just beginning to explore the world of secondhand fashion, there's a place for you here. We hope The Circular Social feels like a magazine made by and for a community that truly cares – about fashion, about people, and about the planet.

Rebecca Winther

PB&J PRELOVED





BUTTER YELLOW



PHOTO BY SOFIA

As the sun graces us with its warm embrace, fashion enthusiasts are turning to a hue that encapsulates the essence of summer: butter yellow. This soft, creamy shade has emerged as the defining colour of Summer 2025, making waves on runways, red carpets, and streets alike.

The fashion elite have embraced butter yellow with open arms. At the 2025 Met Gala, Lauryn Hill made a memorable debut in a striking butter yellow suit, complete with a dramatic cape and a blue Hermès

Kelly bag, embodying the event's theme of "Superfine: Tailoring Black Style" - (*people.com*). Timothée Chalamet turned heads at the Academy Awards in a monochromatic butter yellow leather ensemble by Givenchy, while Amal Clooney graced the Cannes red carpet in a whimsical one-shoulder butter yellow gown, exuding timeless elegance. - (*Hello magazine.*)

Embrace the buttery brilliance and let your style shine this summer!

THE IMPACT OF PRELOVED

Why thrifting is one of the greenest
things you can do for the planet



PHOTO BY [FUU J](#)

“Each year, the fashion industry produces over 92 million tonnes of textile waste”

The Ellen MacArthur Foundation.



PHOTO BY [ALEKSANDRA SAPOZHNIKOVA](#)

The planet is waking up to the environmental cost of fast fashion and thrifting has gone from fringe to front row. What was once seen as a budget option is now a conscious choice – and a powerful one at that. Beyond the unique style and affordable prices, thrifting offers significant eco benefits that make it one of the most sustainable fashion choices available today.

Each year, the fashion industry produces over 92 million tonnes of textile waste, according to the Ellen MacArthur Foundation. That's the equivalent of a refuse truck full of clothes ending up in landfill every second.

When you shop secondhand, you help divert garments from this waste stream, giving clothes a second (or third, or fourth!) life. Even if a preloved shirt has only a few good wears left in it, that's still better than it decomposing – slowly – in a landfill for decades.





COMMUNITY SPIRIT

In a world increasingly dominated by mass production and online mega-retailers, local preloved and vintage businesses offer something different – something human. They're more than shops. They're stories. They're style curators. And perhaps most importantly, they're community builders.

Across towns, cities, and high streets, vintage and preloved stores are beginning to realise that they're not in competition – they're in collaboration. And when they come together to share knowledge, support one another, and amplify their collective voice, they don't just survive – they thrive.

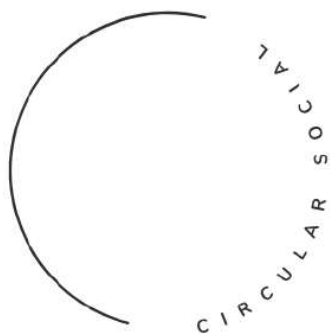
Whether it's preserving fashion history, championing sustainable style, or making secondhand accessible and exciting, local vintage and preloved businesses often share the same values. They care about quality over quantity. They believe in slowing fashion down. And they know that clothes can have second (and third) lives when we value them properly.

This shared mission creates the perfect foundation for collaboration – not just as retailers, but as changemakers.

In the traditional retail world, businesses are expected to compete. But the preloved fashion community is rewriting the rules. Instead of fighting for footfall, vintage shop owners are co-hosting events, cross-promoting each other's collections, and even organising vintage trails – maps that guide customers through a curated route of secondhand shops in the area.

These efforts not only help foot traffic but also foster a sense of belonging. When one shop succeeds, others do too. A rising tide lifts all wardrobes.

PHOTO BY ANASTASIYA BADUN



Introducing Circular Social The Events Club

The Future is Collective. Community is the heartbeat of the preloved fashion world. And when vintage businesses collaborate – not just as sellers, but as allies, mentors, and advocates – they create a ripple effect far beyond fashion.

They inspire loyalty. They build resilience. They model a future where doing business isn't about competition – it's about connection.

So whether it's sharing a sewing contact, hosting a joint event, or simply sending customers down the street to another great find, the message is clear: we're better together.

And in this community, there's always room for more.

Join the [Circular Social](#) instagram page (or on [Facebook](#)) which is a central hub where we promote and raise awareness of your preloved and vintage events in our community.



PHOTO BY [ANTONY HYSON SELTRAN](#)

 Are you a local vintage seller, preloved business, local business or shop owner? We want to hear from you! Collaboration could be just one conversation away.



COMMUNITY SPOTLIGHT: JACKANORY



www.jackanory.org.uk

JOSIE - JACKANORY

"I have always had a passion for children's clothing and helping to look after the environment, so I jumped at the chance to take over Jackanory when I saw that the lovely Bridgette was retiring."

JOSIE - JACKANORY



Jackanory has been trading for 38 years and started with Jacky at the helm. It initially traded from a space in Wardrew Road and then moved to a warehouse in Okehampton road.

From there it moved to the building opposite where its situated today which is currently Style Works and eventually found its resting place at 57 Buller Road, Exeter.

We understand the importance of being able to shop for everything you need for your baby or child in one place so try to stock as many different products as we can.

Being part of the cycle of sustainability is also important by providing high quality items that will last for many years to come.

Discover a delightful range of preloved baby and children's clothes, toys, and equipment.

At Jackanory, we believe in providing quality products made by sustainable brands. By shopping preloved you are not only saving the pennies but also the planet.

There are plenty of products in store with new stock added daily.

You can visit the website www.jackanory.org.uk



CIRCULAR SOCIAL EVENTS

Creating space for your business to be
seen and heard

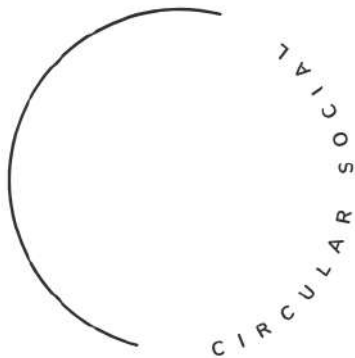


PHOTO BY NAL THAKKAR

“My aim is to create events where preloved businesses can lift each other up” **Rebecca Winther**



PHOTO BY LANIE BAYLISS



Off the back of PB&J Preloved's sip and swap event in May, Rebecca Winther and Lanie Bayliss have partnered to launch **Circular Social Events** - An events club with regular sip and swaps, markets, networking evenings and lots more. The club was set up with the view of local preloved and vintage businesses coming together to network, collaborate and share knowledge.

“It's such an important part of our community, to come together and promote each other. I have bought pieces and items for my child, from so many local preloved businesses - that are doing such a great job. Having a like for like culture means that we spread the word about each other, with the idea being that our success is a group effort rather than being in competition with each other in the same industry.”

They have some huge plans coming up for a variety of events coming soon - keep your eyes peeled for social media updates! 12



“Events are such a huge part of the Devon community, allowing local businesses to self-promote and showcase their products.”

- Lanie Bayliss

What's on this summer?

July -

- [RHS Garden Rosemoor's Vintage Weekend](#)
- [Flower Printing Workshop - Quince Honey Farm](#)
- [Fore street flea market Exeter](#)
- [Exmouth Festival](#)

August -

- [Honiton Show](#)
- [Sidmouth Folk Festival](#)

September -

- 13th [September PB&J Sip and Swap](#)

Seasonal events -

- [Totnes](#) has a range of markets all year round - [click here to view the schedule](#)
- A Handmade art and crafts market on the quayside in Brixham runs until October - [click here to see more](#)

 Are you running a local event? Get in touch to have your event featured in Circular Social Magazine.



PHOTO BY [ANASTASIYA BADUN](#)



Local business shout-out

Book-Cycle - Exeter

Envision an old-worldie style store, with the musty scent of books and shelves upon shelves of treasures – that's what Book-Cycle is, next to the historic Stepcote Hill in Exeter.

Book-Cycle is a UK based volunteer run charity. They seek to empower children worldwide through the provision of free books and educational resources.

The premise is simple, browse the shelves and find books from all sorts of genres, from the classics through to modern fiction – and take up to 3 items to the counter and choose what you pay.

If you're unsure of what amount to donate, take a look at the original value of the book and consider its condition, before letting the cashier know how much you are going to pay. It's as simple as that!

To read all about Book-Cycle and the amazing things they do for the environment and more, visit their website book-cycle.org.

📖 Are you a local business? Get in touch with us to feature in the next issue of *The Circular Social Magazine*.



PHOTO BY [BREE ANNE](#)





How AI Tools Are Empowering Small Business Owners in the Preloved and Vintage Fashion Industry

Running a small business in the preloved and vintage clothing space requires more than a good eye for style – it demands efficiency, sustainability, and the ability to stand out in an increasingly competitive market. Luckily, artificial intelligence (AI) is making it easier for independent sellers to thrive.

From streamlining inventory management to improving sustainability credentials, here's how AI tools like [Refiberd](#) and [In The Loop](#) are helping small business owners grow smarter and faster.

1. Smarter Sorting and Textile Identification – Refiberd

For many small resale businesses, especially those sourcing large volumes of mixed garments, sorting and identifying materials can be time-consuming and inaccurate. Enter Refiberd, an AI-powered tool that uses machine learning and spectroscopy to analyse fibres in textiles. It can identify material composition quickly and accurately, even for blended fabrics that traditional labels miss.



PHOTO BY [FAIZUR REHMAN](#)

AI is no longer just for big tech companies – it's an accessible, practical toolkit for small business owners in the preloved and vintage fashion world. Whether you're running an online vintage boutique or curating thrifted collections on platforms like Depop or Etsy, tools like Refiberd and In The Loop can help you save time, improve accuracy, and build deeper connections with your customers.

Sustainability meets smart technology – and small businesses are leading the way.

Why it matters:

- Helps accurately label items (e.g., 100% cotton vs. synthetic blends)
- Informs better care and pricing decisions

For vintage sellers who care about authenticity and eco-impact, Refiberd offers a tech-forward solution to a long-standing challenge.

2. Customer Engagement & Personalisation – In The Loop

In The Loop is an AI-driven customer retention and communication platform designed to help small businesses stay connected with their customers. It leverages AI to personalise email marketing, suggest restock notifications, and tailor recommendations based on shopper behaviour.

Why it matters:

- Helps vintage resellers keep customers engaged with tailored content
- Automates communications like restock alerts, wishlist items, and style edits
- Builds long-term customer loyalty, crucial in niche markets

For vintage and preloved fashion brands that rely on storytelling and unique finds, In The Loop makes it easier to maintain personalised, value-driven relationships at scale.

3. AI-Powered Image & Listing Tools

High-quality product photos and accurate listings are essential to compete with larger retailers. AI tools like [Photoroom](#) and [Lalaland.ai](#) (which generates realistic AI models for showcasing clothes) help small sellers present items professionally, without needing a photographer or design team.

Why it matters:

- Saves time by auto-editing and optimising product images
- Increases trust with cleaner, more consistent listings
- Helps solo entrepreneurs punch above their weight

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- Enjoy our preloved blog
- Connect with us on social media

www.pbandjpreloved.com

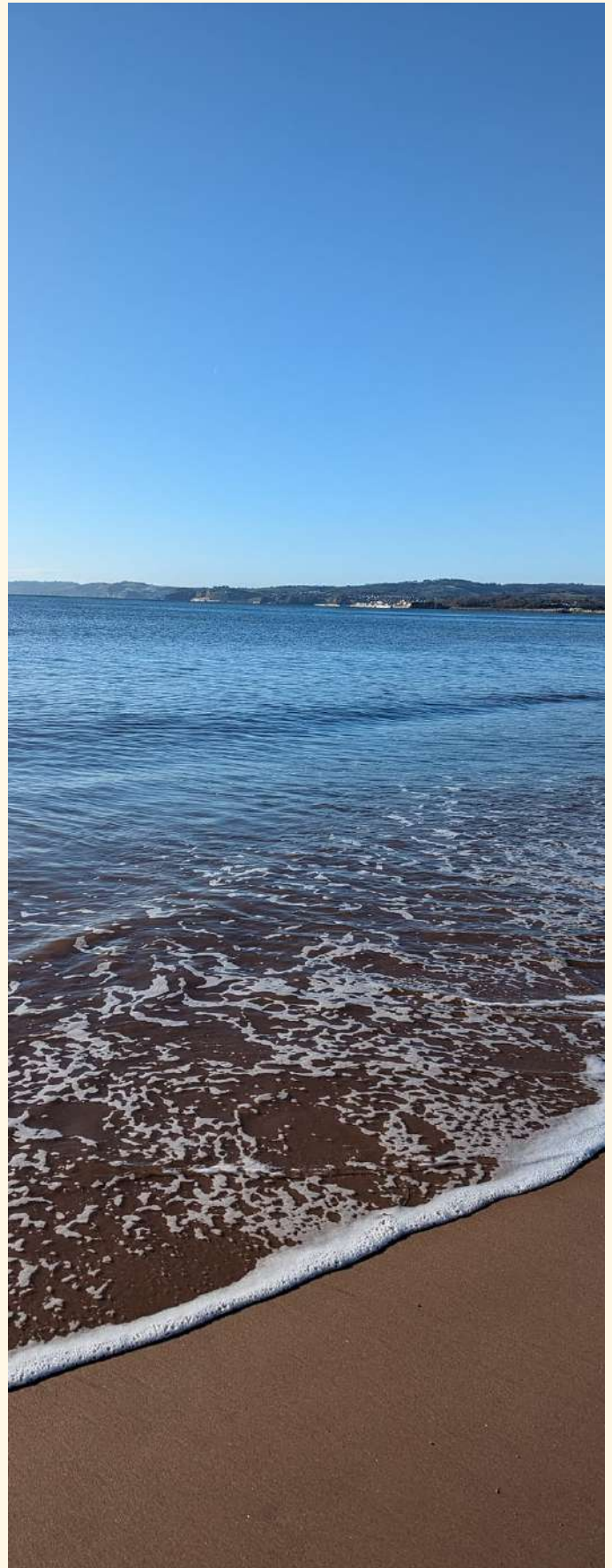


PHOTO BY LANIE BAYLISS



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Would you like to appear in a future issue of The Circular Social Magazine?

Get in touch with us pbandjpreloved@gmail.com or visit our web page [/circular-social](http://circular-social)



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